



اَوْنُوْرْسِيْنِي تِيْكُوْلُوْكَي مَارَا
UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**“UNIVERSITY STUDENTS’ INTENTION TO INVEST IN
AMANAH SAHAM BUMIPUTERA (ASB): A STUDY IN
AMANAH SAHAM NASIONAL BERHAD (ASNB),
KUALA LUMPUR”**

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ABSTRACT

The purpose of this study was to examine the factors for universities students' intention to invest in Amanah Saham Bumiputera (ASB). There are four reasons that been studies, which are, knowledge on Amanah Saham Bumiputera (ASB), promotion on ASB, benefits attribute when investing in ASB and attitude to invest. In addition, this study also examined the relationship between demographic profiles and universities students' intention. The researcher also is interested to know about the factors influencing the university students' intention to invest in Amanah Saham Bumiputera (ASB). From that several suggestions could be provided to ASNB to improve their weakness and with that ASNB can take action to improve their promotion to promote ASB and focus on all the factors to be more efficient and effective. In collecting data the researcher used primary data and secondary data. Moreover structure questionnaires had been used in order to get feedback from respondents. Researchers had distributed 61 questionnaires to students practical training (60 respondents) and ASNB's staffs (1 respondent) at ASNB Jalan Tun Razak, Kuala Lumpur. The data collected was then tasted on its reliability, and then further analyzed using frequency analysis; Pearson Correlation Coefficient was used to test the hypotheses in this study as well as regression analysis. The findings of this paper suggest that two of the factors are not significant factors which include promotion on Amanah Saham Bumiputera and also attitude to invest for explaining universities students' intention to invest in Amanah Saham Bumiputera (ASB). Based from the result obtained in this study, researchers suggest some recommendations that help ASNB to improve their current strategies to increase the level of intention to invest in Amanah Saham Bumiputera.

CHAPTER 1

INTRODUCTION TO THE RESEARCH

**UNIVERSITY STUDENTS' INTENTION TO INVEST IN AMANAH
SAHAM BUMIPUTERA (ASB)**